

## North County Metro Balance

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<b>Overview</b>	This subregion includes the Twin Oaks Valley and Hidden Meadows community planning areas, as well as a number of smaller unrepresented areas. In the unrepresented areas, commercial and industrial designations were generally applied to reflect an existing use.
<b>Key Issues</b>	The incorporated cities of Escondido, San Diego, San Marcos, Vista and Oceanside serve many of the commercial, industrial and office professional needs of this diverse subregion.
<b>Planning Group Direction</b>	There is no Planning or Sponsor Group representation for this area.
<b>Additional Staff Analysis/ Recommendations</b>	<p>Commercial and industrial designations were primarily applied to reflect existing uses. This included replacing (14) Service Commercial land with a (C-1) General Commercial designation along the western portion of South Santa Fe Drive.</p> <p>Staff recommends maintaining a residential general plan designation at the intersection of Highway 78 and Bear Valley Parkway based on new information provided to staff from local area residents.</p>
<b>Planning Commission Recommendations</b>	At the time of publication, the Planning Commission concurred with staff's recommendations on all items except 3a, 3b, and 3c. The Planning Commission is scheduled to reconsider items 3a, 3b, and 3c on April 29, 2005.

**ERA Needs Analysis**  
*(all numbers in gross acres)*

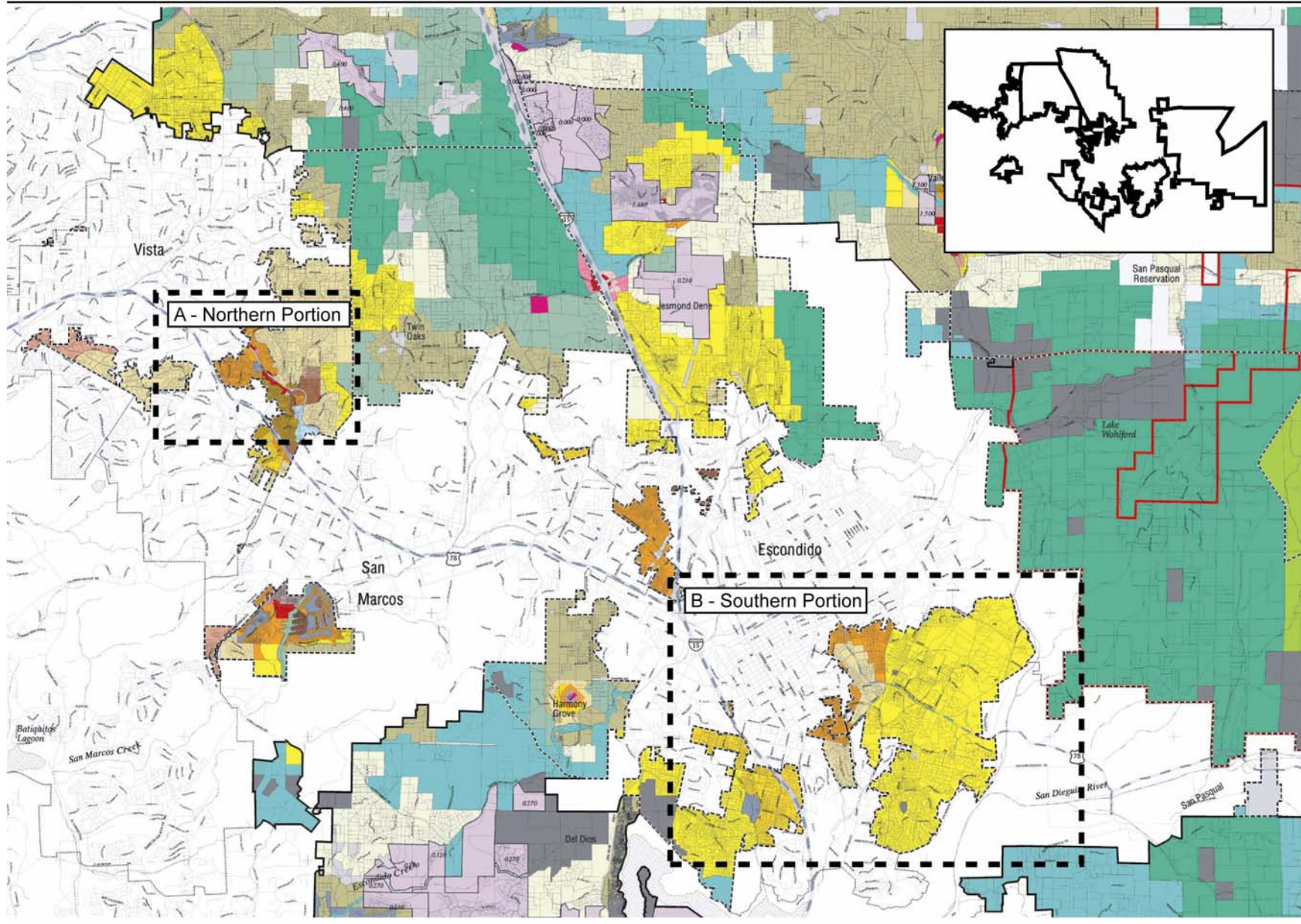
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	122	31	(91)	66	(56)
Industrial <sup>1</sup>	96	137	41	52	(44)
Office <sup>1</sup>	30	9	(21)	90	60

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro subregion.

Note: All numbers are rounded to the nearest whole number.

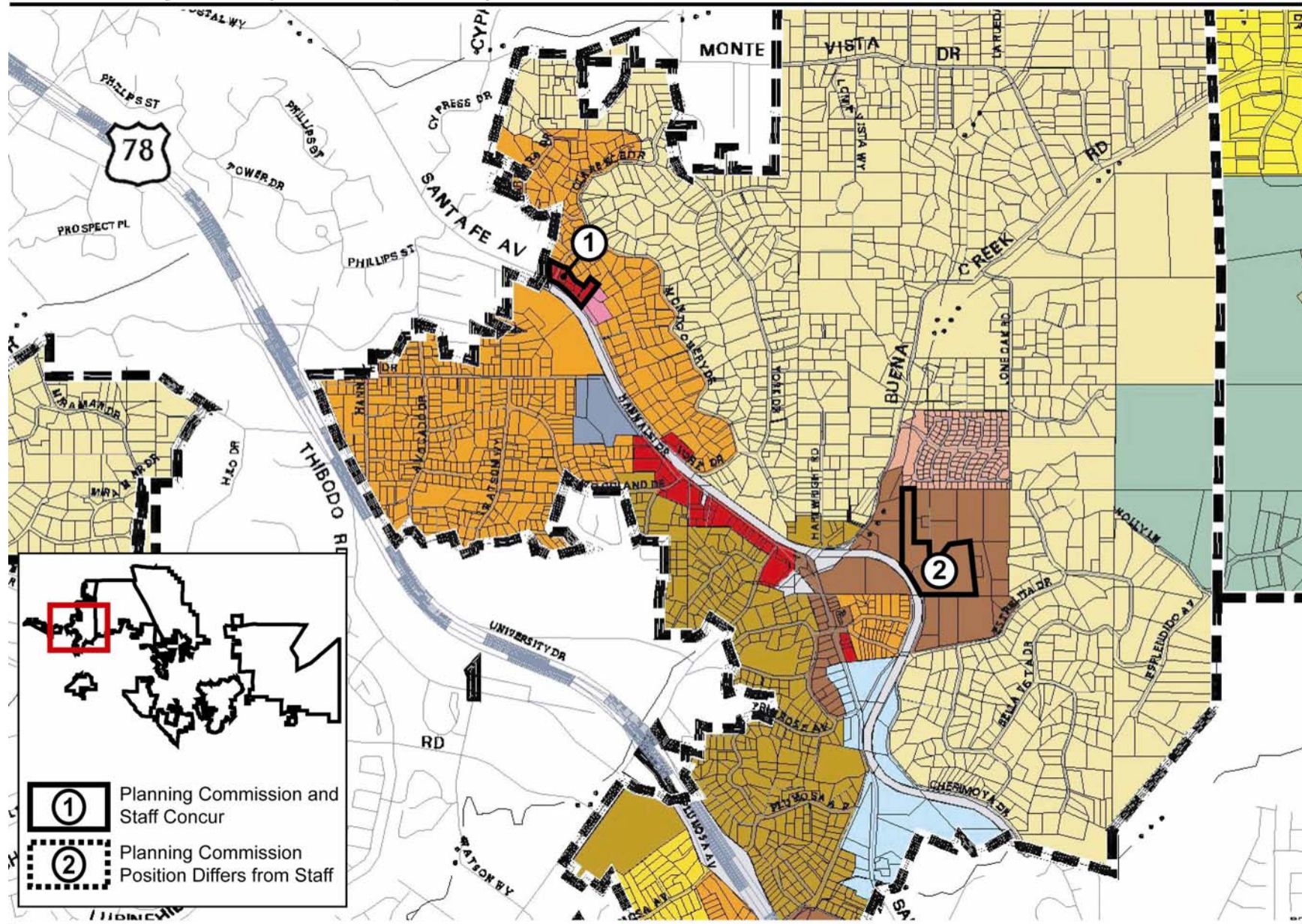
Source: Economics Research Associates, County of San Diego

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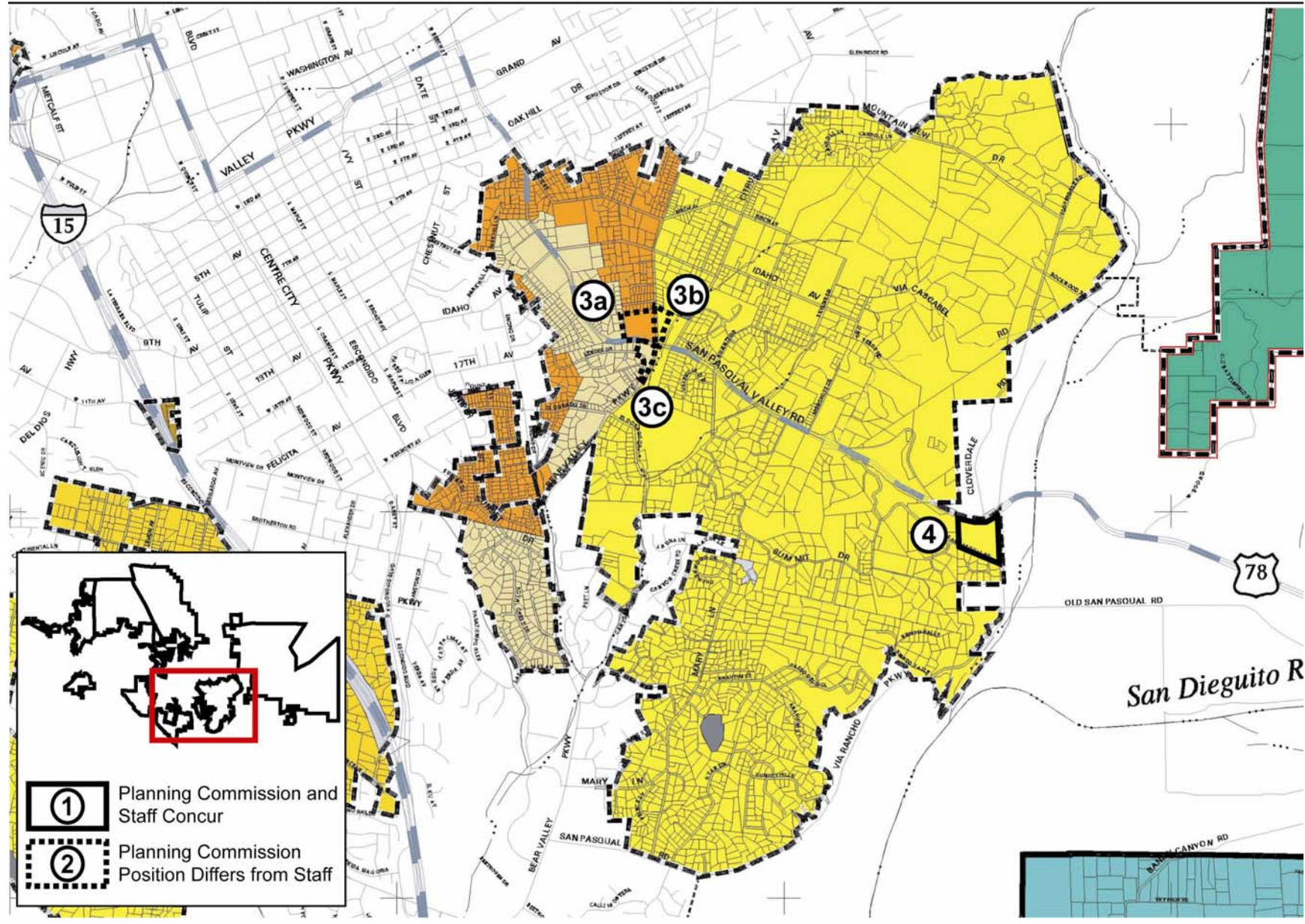
## North County Metro Balance (Northern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<b><u>Staff</u></b> (C-1) General Commercial  <b><u>Planning Commission</u></b> Concur with staff	No recommendation submitted	(C-1) General Commercial <b>(Berge)</b>	<i>Total Area:</i> 3 acres  <i>Current Use:</i> Commercial and Office  <i>Existing GP:</i> (14) Service Commercial (11) Office Professional	<ul style="list-style-type: none"> <li>• Service Commercial is being eliminated as a general plan designation, requiring a new designation be applied</li> <li>• Existing uses are more commercial in nature</li> <li>• South Santa Fe has many similar commercial uses</li> <li>• Highly urbanized area</li> </ul>
2	<b><u>Staff</u></b> (VR-24) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	No recommendation submitted	(I-1) Limited Impact Industrial <b>(Olson)</b>	<i>Total Area:</i> 13 acres  <i>Current Use:</i> Light manufacturing  <i>Existing GP:</i> (2) Residential	<ul style="list-style-type: none"> <li>• Planned infrastructure improvements including light rail station and road improvements along South Santa Fe supports higher residential density development</li> <li>• Placing a multi-family density within a planned transit node is consistent with the GP2020 community development model</li> <li>• Smart growth planning principles suggest multi-family densities are needed to support this planned transit node</li> </ul>



## North County Metro Balance (Southern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3a	<p><b>Staff</b> (VR-7.3) Residential 7.3 du/acre</p> <p><b>Planning Commission*</b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	(C-1) General Commercial or (C-3) Neighborhood Commercial (Whalen)	<p><i>Total Area:</i> 12.5 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to P/C hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000.</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location.</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study</li> </ul> </li> <li>Note: The property owner who made this request has subsequently sold the property. The current owner has made no request.</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3b	<p><b><u>Staff</u></b> (SR-1) Semi-Rural Residential</p> <p><b><u>Planning Commission*</u></b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	(C-1) General Commercial or (C-3) Neighborhood Commercial ( <b>Santrach</b> )	<p><i>Total Area:</i> 12 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (2) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to the Planning Commission hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location.</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study.</li> </ul> </li> </ul>



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3c	<p><b><u>Staff</u></b> (VR-2) Village Residential</p> <p><b><u>Planning Commission*</u></b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	No recommendation submitted	<p><i>Total Area:</i> 4 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to the Planning Commission hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study</li> </ul> </li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<p><b><u>Staff</u></b> (SR-1) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	No recommendation submitted	(C-4) Rural Commercial <b>(Clark)</b>	<p><i>Total Area:</i> 20 acres</p> <p><i>Current Use:</i> Commercial produce store</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Staff is exploring zoning options to ensure the existing use remains in conformance with the zone thereby allowing for improvements and/or expansion of the use</li> <li>• Semi-Rural designation reflects existing patterns of development within County jurisdiction</li> <li>• Adjacent to San Pasqual Agricultural Preserve</li> <li>• No sewer service available</li> <li>• Maintain the semi-rural/rural corridor and community character leading through the unincorporated County past the San Diego Wild Animal Park to Ramona</li> </ul>